

## **20/20 Tourism Task Force 2006**

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### **STEP ONE – Define the issue area or the situation you are working on**

**The issue or situation we are working on is:**

Increasing tourism in Owen County

**The issue or situation involves or affects the following persons or groups in our community:**

This issue affects all of Owen County because it goes to the tax base. It also brings dollars that trickle down to all segments of the community.

**We Believe that this is an issue for us as a community because.....**

We can grow tourism by expanding on what we have. The 20/20 survey said Owen County residents like things the way they are. We know we can't stay exactly the same. We need a plan for the future but it would be naïve to think this could be achieved without some sacrifice.

**These are the consequences of the situation at this time and this is what might happen if we don't act to address this issue.**

By planning for our development, we can grow our tourism and not be a place people drive through on their way to somewhere else. If we don't plan our future, somebody else will and we probably will not like the outcome.

**This is our statement of the issue or situation we will be addressing.**

Those of us who are fortunate enough to live in Owen County know we have the perfect spot for tourism. Our real challenge is to determine how to share it with the surrounding areas without compromising our community standards, beauty or resources.

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### **STEP TWO – Assessing the current situation or the characteristics of the issue**

As you go through the SWOT analysis, put it into the context of your issue.

#### **Strengths**

*What do you do well?*

*What unique resources or aspects of the community or the people who live here can you draw on?*

*What do others see as your strengths?*

- Work together well as a community
- Network
- Natural beauty, wildlife
- Generations of knowledge about area (Historical Society)
- Significant historical people and places in area
- Recognize the need to develop a plan and recognize the opportunity for the future
- Not willing to be controlled by outsiders
- Low crime area
- Traditional values
- Location i.e. "Golden Triangle"
- Frankfort – State Capital

#### **Weaknesses**

*What could you improve?*

*What are you doing poorly?*

*Where do you have fewer resources than other communities?*

*What are others likely to see as your weaknesses?*

- Small town mentality (catch 22)
- Dry County
- Need money for tourism
- Poor infrastructure
- Lack of industry (Jobs)
- Insufficient shopping/Lodging

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### Opportunities

*What do you see as opportunities in this area?*

*What trends could you take advantage of?*

*How can you turn strengths into opportunities?*

- Plenty of opportunities for small businesses such as:
  - B&B's
  - Hotels
  - Antique stores
  - Retreat centers
  - Spas
  - Dog/Animal Boarding/daycare
- Lots of land for :
  - Campground
  - Water park
  - Horse trails
  - Wildlife area/park
  - Bike/four wheel/off-road adventures, parks and trails
  - Festivals/activities
  - Bird watching/photography

### Threats

*What trends might harm you?*

*What threats do your weaknesses expose you to?*

*What are other communities doing that you should be doing?*

- Going moist / more dangerous driving, etc
- Not being moist / impact on economy
- Backlash due to increased tourism / traffic/trash, etc
- Grant county has a tourism website that has lots of hotels and twice a year has an arts festival

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### **STEP THREE – Clarify your vision for addressing this issue**

**Imagine it is 15 years from now. How will things be different with respect to your issue? What will have changed to make things better?**

- Office of tourism established and operating effectively
- Tourism webpage with links to area attractions will be well utilized by travelers
- Secured funding for both
- Each community will have its own tourism focus
- Annual calendar of events for tourists to come to

**The goal or specific outcome we want to accomplish that will bring our vision to reality is:**

- Developing office of tourism and economic development

**These are the 2 strategies we will pursue and that if accomplished will make our goal a reality.**

#### **Short-term strategy – 5-7 years to accomplish**

1) Establish communication within the communities and identify sources of income to fund office.

A. Publish a yearly calendar that will feature local photos selected from a contest. (Theme can vary each year). The calendar can be sold and distributed which will raise funds as well as local interest since local photos will be featured. The calendar will also include:

- Advertisers
- Calendar of events
- Local participation in photo contest

B. Sell Christmas trees

2) Establish a tourism internet web page which will communicate local events as well as offer paid advertising

3) Identify a key person in each community to spearhead the focus in that community.

#### **Long-term strategy – 8-15 years to accomplish**

1) Resource for funding of office

2) Business participation

3) Web page advertisers

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### STEP FOUR – Identify strategies for action Strategy worksheet

#### Strategy

Web Page:

- Establish communication process starting with activities we have now.

#### Evaluation of strategy

We have some events, facilities and artisans now that need to be communicated.

#### Strategy

Research other community's tourism efforts

#### Evaluation of strategy

Gives us insight, potential resources and ideas

#### Strategy

Improving the organization and participation of the existing events such as:

- The Christmas parade
- Sweet Owen days

Expand activities, games within each event while keeping the local flavor.

#### Evaluation of strategy

We believe encouraging more participation and interest in events and festivals already in existence will enhance our efforts to create more events of local interest. Broadening the base of the group of people who are producing the events would increase the ability of the group to expand the event without increasing the burden on those who have so faithfully done these events every year.



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<b>Goal:</b>					
<b>Long term strategy:</b>					
Establish a renewable source of funding					
<b>Tasks to be completed</b>	<b>Time to Complete</b>	<b>Resources Needed</b>	<b>Source of Resources</b>	<b>Initiating Person</b>	<b>Benchmarks of Progress</b>
Market advertising for web page					
Investigate grants					
Encourage business participation					
Ask for community involvement and resources					